



Interactive Media 2022

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Executive Summary

The impact of ILAE activities online continued to flourish in 2022. While 2021 saw a spike in traffic from COVID-19 recommendations, this guidance became significantly less relevant. As such, the [website](#) growth returned to a pre-pandemic, historical upward trend. Pageviews on www.ilae.org to key sections – including the homepage, guidelines and congresses landing pages – have steadily increased over recent years. This year, new content such as the 14th European Epilepsy Congress pages and the Classification and Definition of Epilepsy Syndromes also received top views.

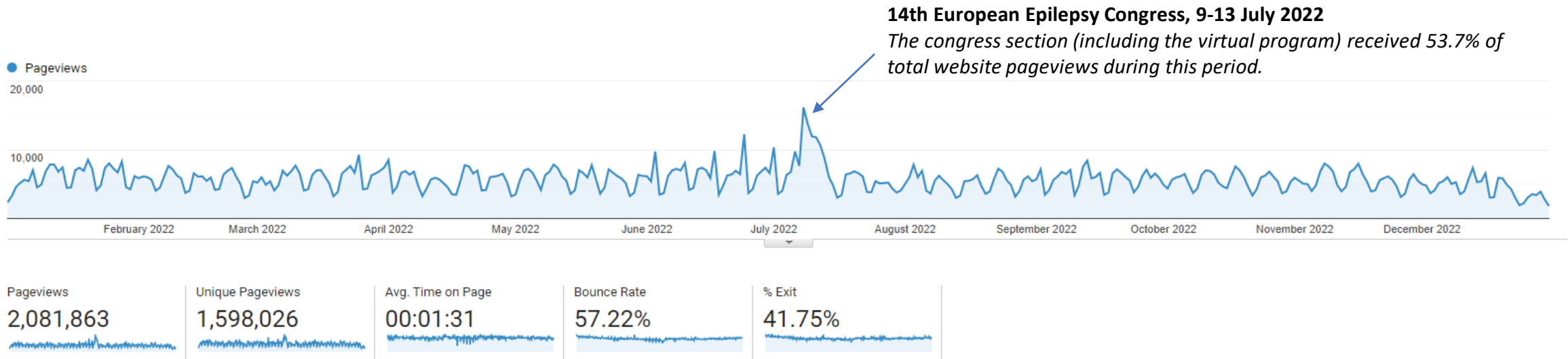
With 17 issues distributed in 2022 to a growing audience of over 18,000 subscribers, the [newsletter](#) remains a primary means of communication for ILAE. In addition to these general mailings, 32 special issues were published, focusing on education, the Epigraph, ILAE classifications and position papers, and much more.

Outreach via social media expanded further into 2022 with over 1,000 goal-oriented posts shared on each platform – [Facebook](#), [Instagram](#) and [Twitter](#). Followers on all pages continued to rise, as well as link clicks directing traffic to the ILAE website.

The [YouTube](#) channel experienced massive growth thanks to interest in webinars and the new ILAE e-Forum series. These recordings and other educational offerings added up to 75 new videos for the year, most organized into topical playlists. Channel subscribers more than doubled and total views quadrupled from 2021.

Website: Overview

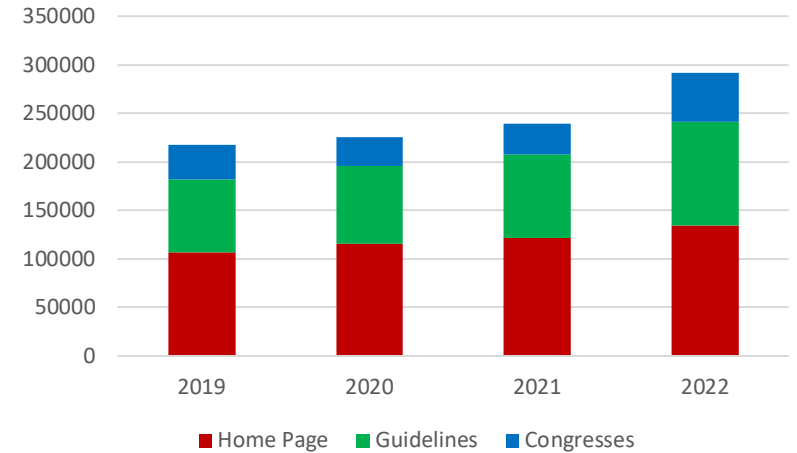
- **Pageviews:** 2,081,863
- **Visits (sessions):** 873,949
- **Average pages per visit:** 2.38
- **Average visit duration:** 2:07 minutes



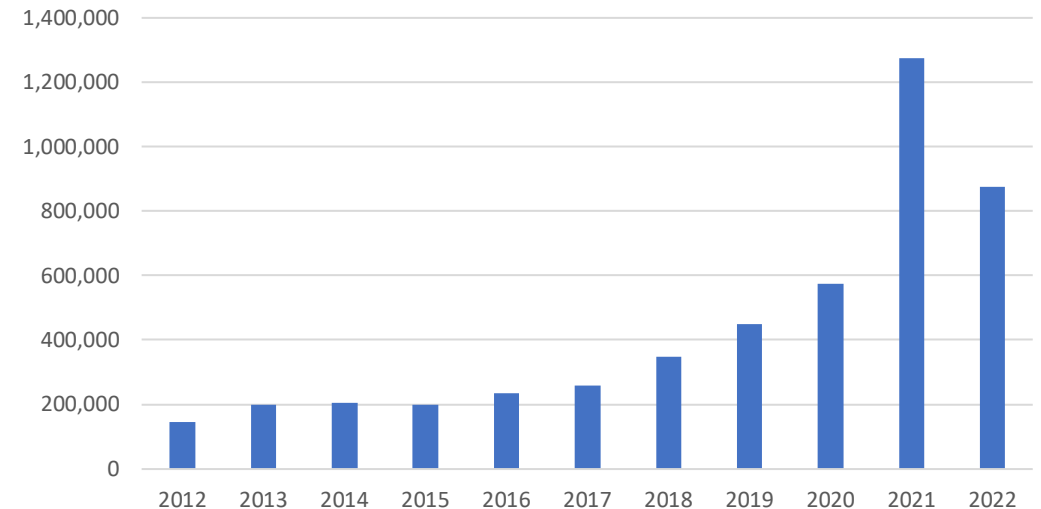
Website: 2022 vs. 2021

- **Pageviews:** 42% decrease
 - **Home Page:** 10% increase
 - **Guidelines:** 25% increase
 - **Congresses:** 61% increase
 - COVID-19 guidance attributed to 25% of total web traffic in 2021
 - COVID-19 guidance attributed to only 4% of total web traffic in 2022
- **Visits (sessions):** 31% decrease
- **Average pages per visit:** 37% increase
- **Average visit duration:** 49% increase

Top Webpage Views



Website Visits



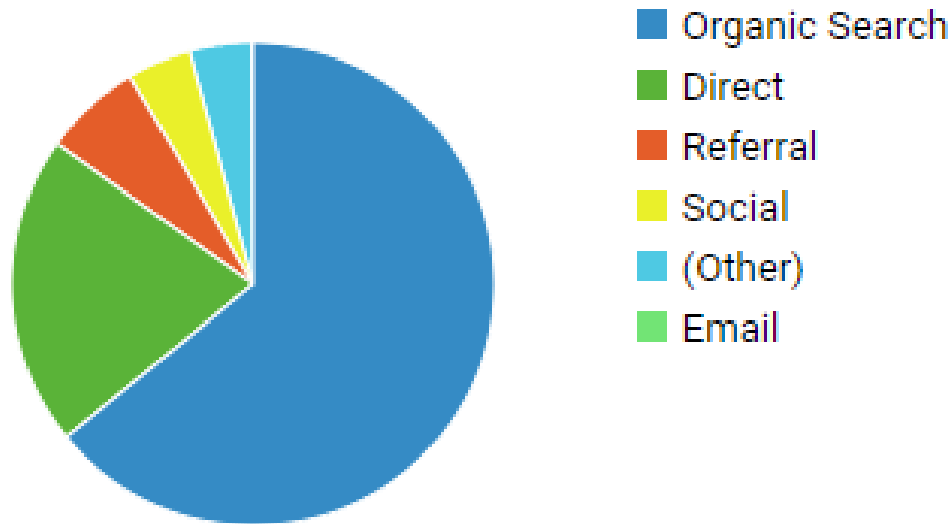
Website: Top pages by views

	Webpage	Pageviews	Change from 2021
1	14th European Epilepsy Congress	190,460	n/a
2	Welcome to the International League Against Epilepsy (Home)	133,982	10.5%
3	Guidelines	107,406	25.4%
4	Definition & Classification	104,689	19.9%
5	ILAE Classification of the Epilepsies (2017)	59,088	-6.6%
6	Classification and Definition of Epilepsy Syndromes	51,246	n/a
7	Congresses	50,302	60.9%
8	XII Congreso Latinoamericano de Epilepsia	46,930	n/a
9	35th International Epilepsy Congress	37,612	n/a
10	Education	37,582	19.9%

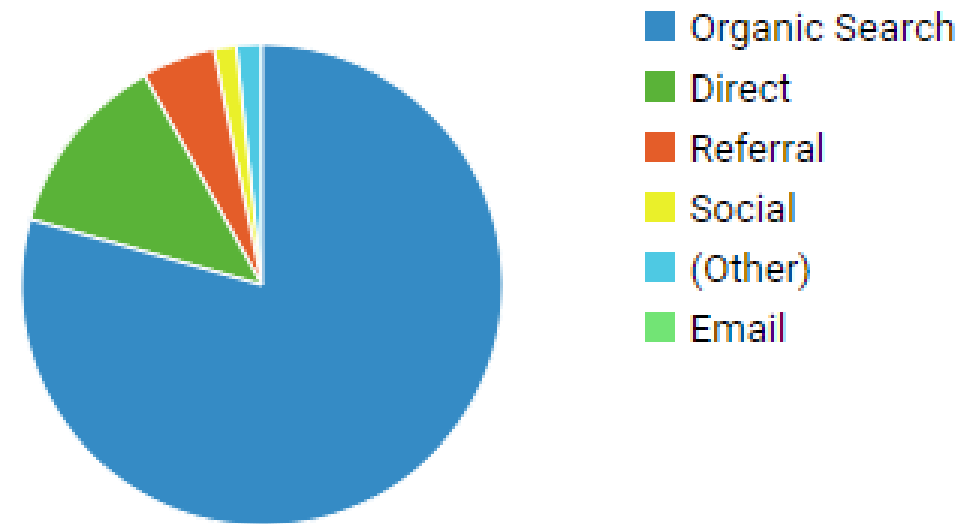
Website: Traffic sources

- Website traffic acquired via social media increased by 70% since 2021.
- Website traffic acquired via ILAE newsletters increased by 32% since 2021.

Jan 1, 2022 - Dec 31, 2022

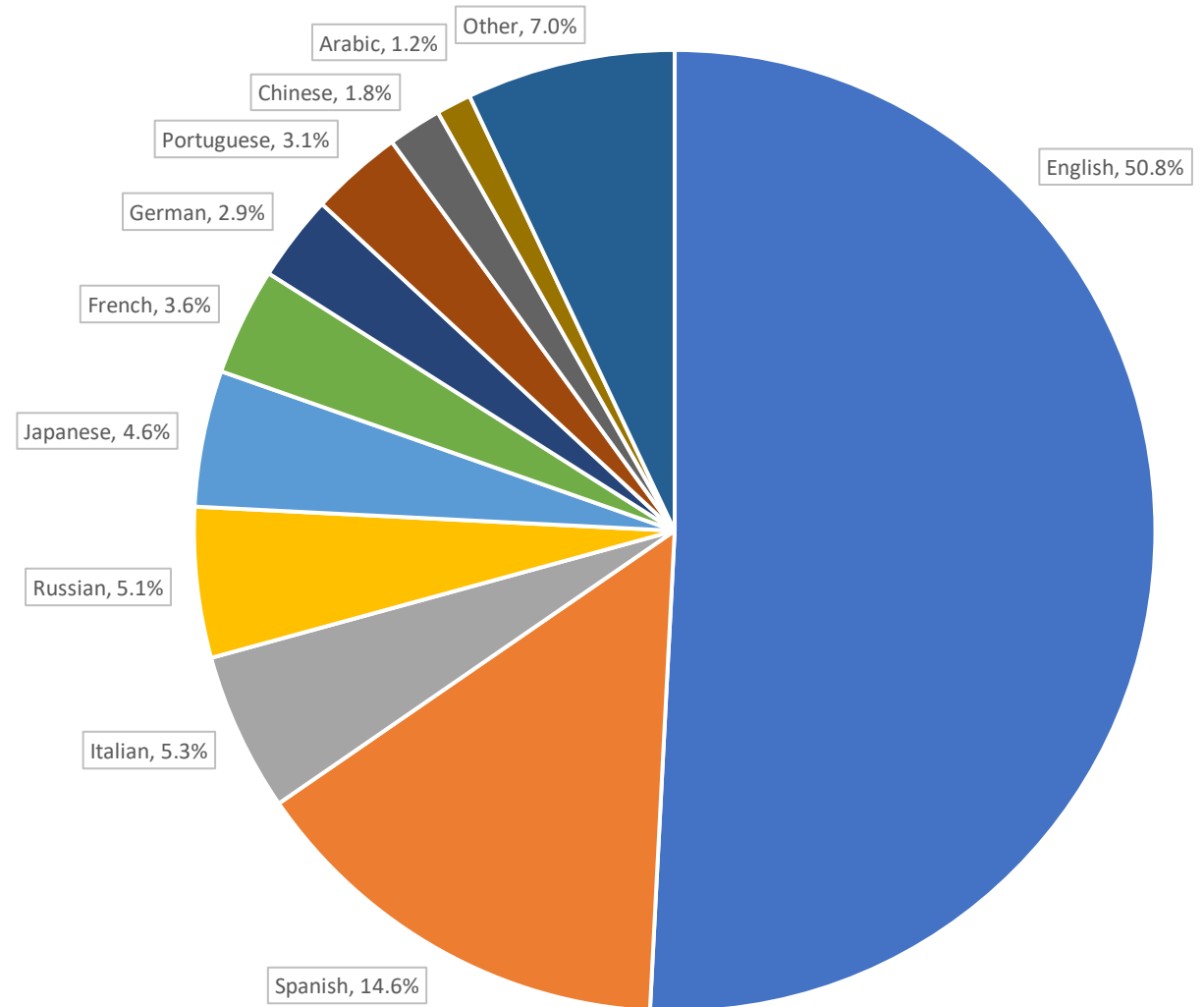


Jan 1, 2021 - Dec 31, 2021



Website: Top languages of users

1. English
2. Spanish
3. Italian
4. Russian
5. Japanese
6. French
7. German
8. Portuguese
9. Chinese
10. Arabic



Website: Top countries of users

	Country	Users	% of Users
1	United States	94,948	16.6%
2	Italy	31,166	5.5%
3	United Kingdom	29,775	5.2%
4	Japan	28,327	4.9%
5	India	27,487	4.8%
6	Mexico	27,047	4.7%
7	Russia	17,544	3.1%
8	Germany	15,262	2.7%
9	Brazil	15,130	2.6%
10	France	13,143	2.3%

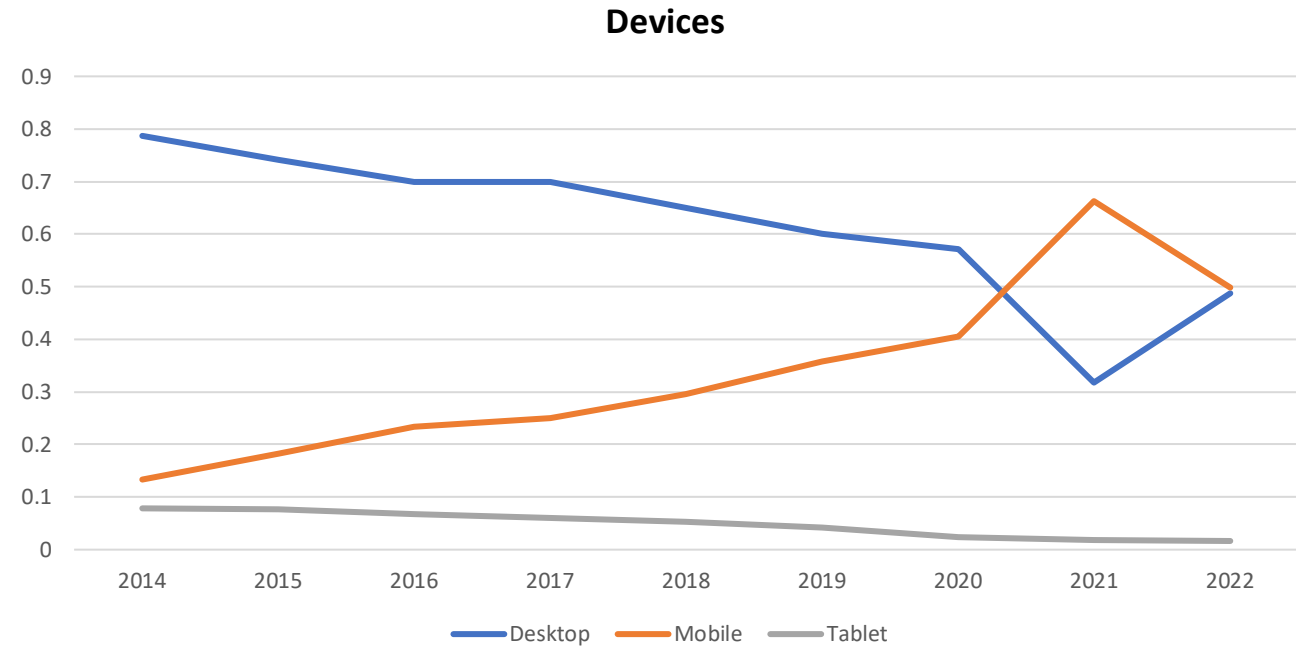
Website: Top technology of users

- **Device usage**

- Mobile: 49.8%
- Desktop: 48.7%
- Tablet: 1.6%

- **Browser & OS**

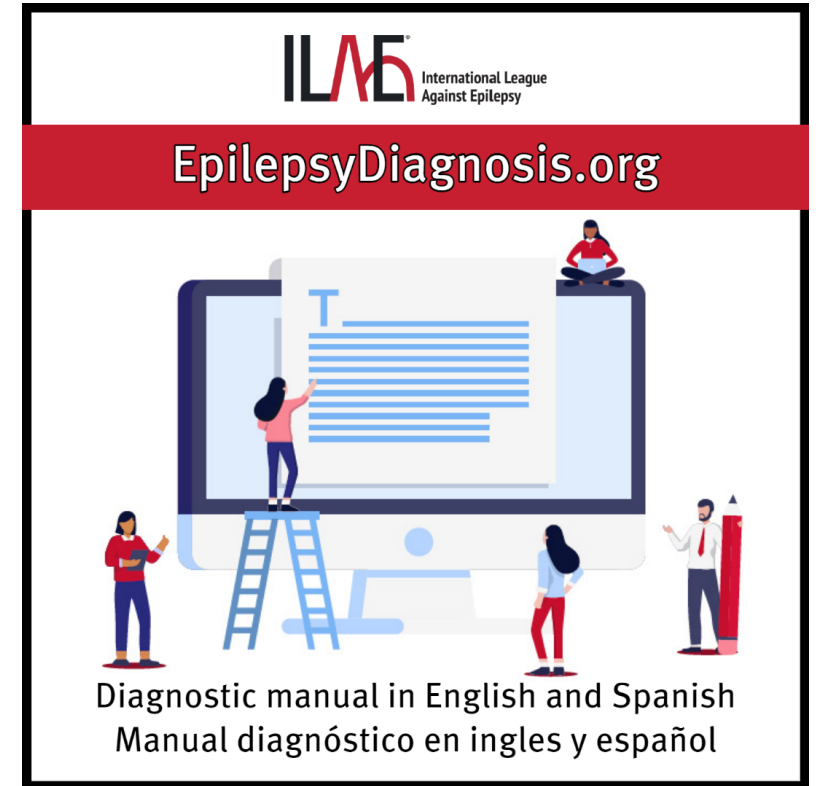
- Chrome: 57.8%
- Safari: 27.8%
- Edge: 5.5%
- Android: 2.6%
- Firefox: 2.5%



EpilepsyDiagnosis.org

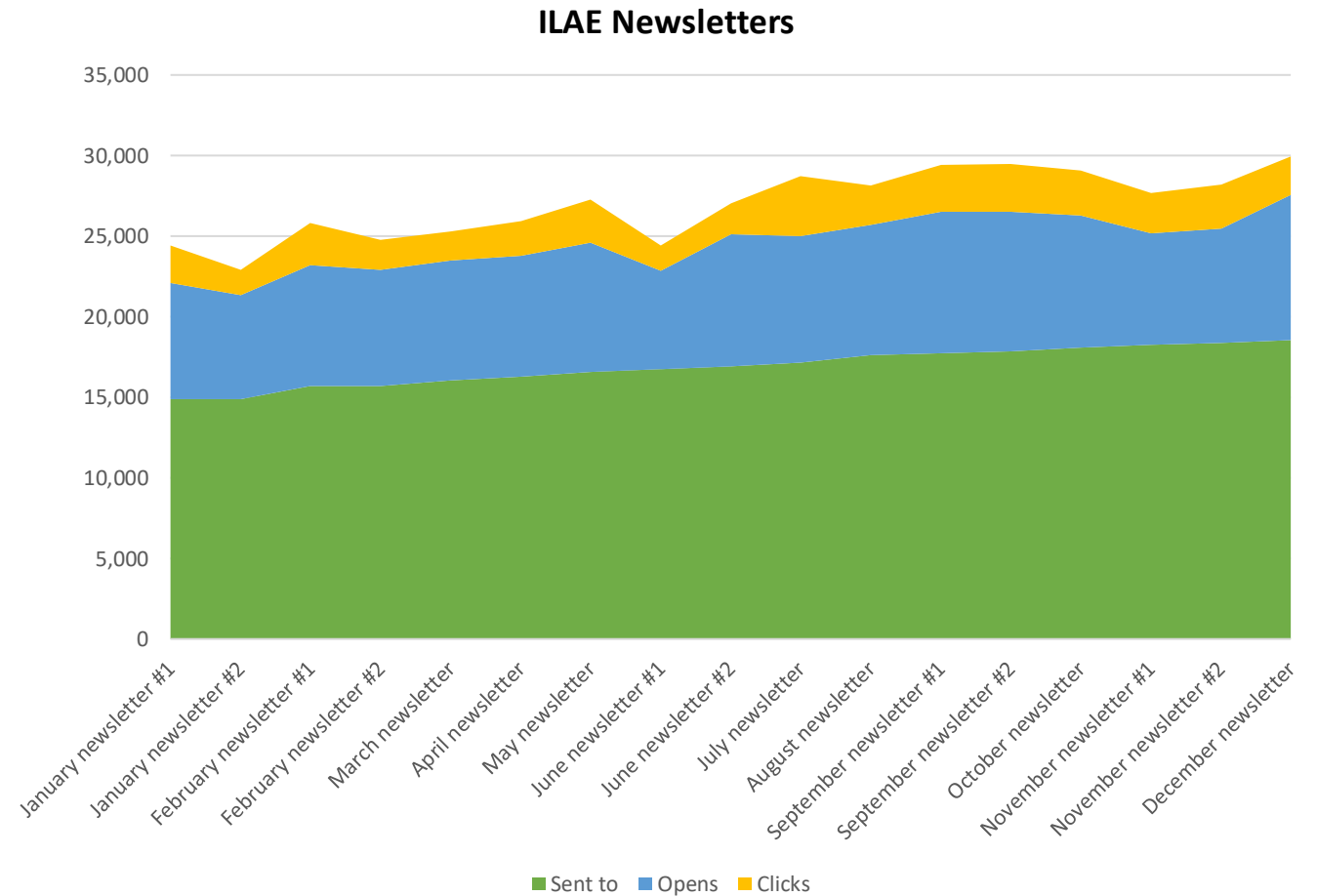
Users spent approximately 50,000 hours throughout the year on the diagnostic manual website.

- **Total users:** ~ 239,000
- **Total sessions:** ~ 321,000
- **Average session duration:** 9 minutes, 13 seconds
- **Promotional social media posts:** 5



Newsletter: Overview

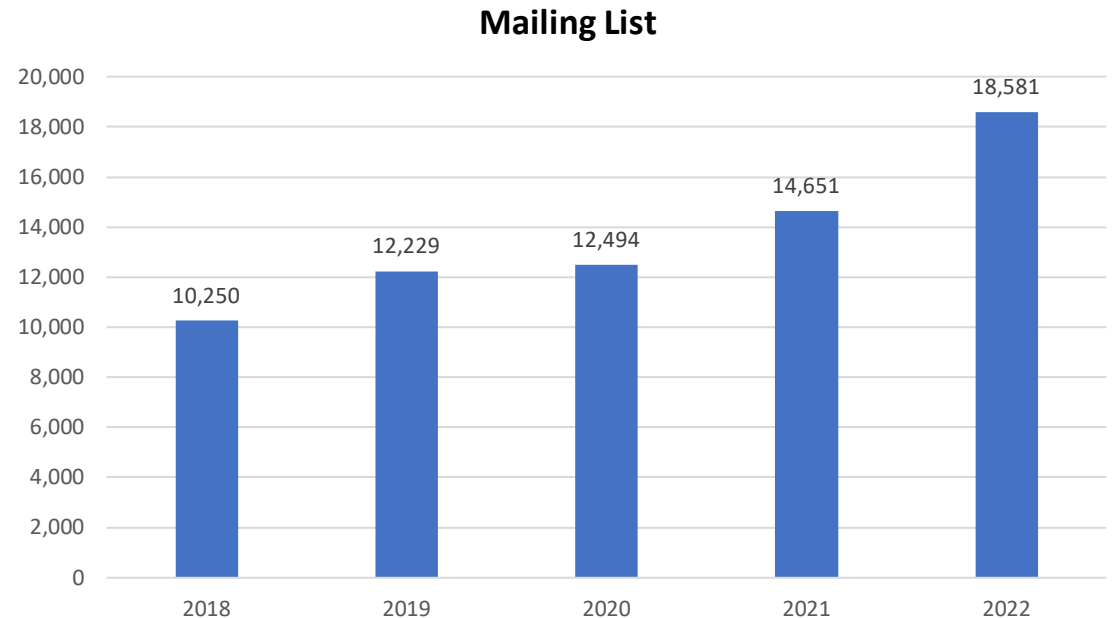
- **All newsletters**
 - ILAE: 17
 - Epigraph: 17
 - Education: 4
 - Special: 11
- **ILAE newsletter**
 - Average links per issue: 115
 - Average open rate: 45.3%
 - Average click to open rate: 31.3%



Newsletter: Mailing List

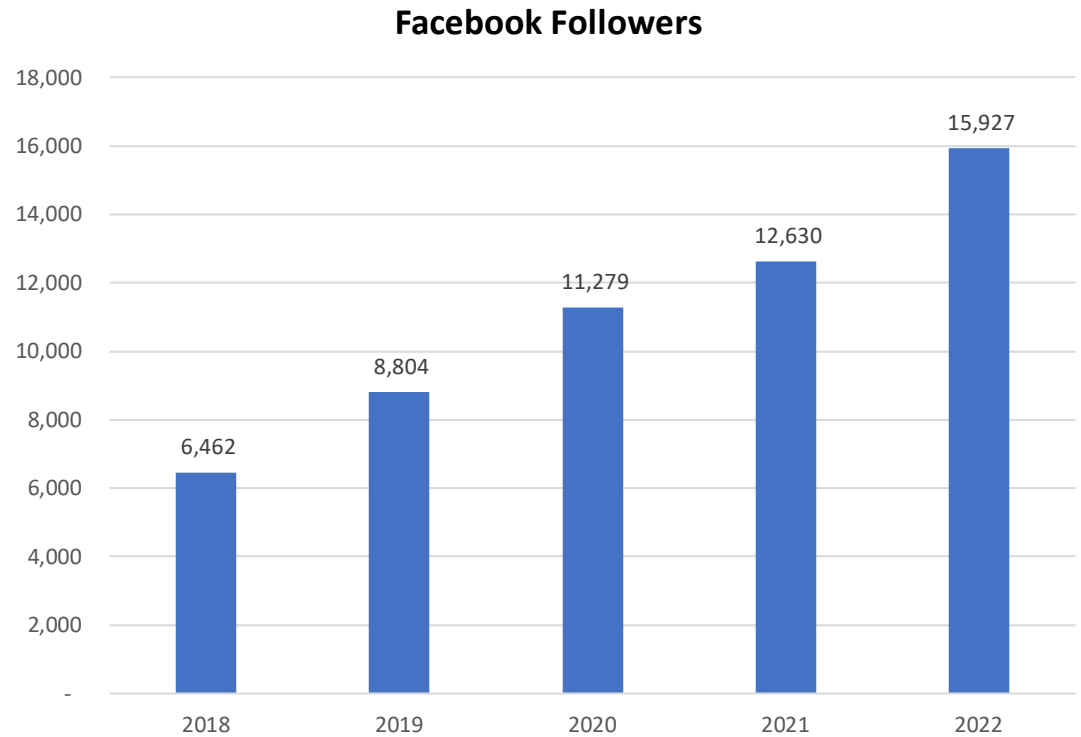
Subscribers request to receive our newsletters via a form at my.ilae.org/page/Consent. This was our 18th most visited link of 2022 with a total of 17,149 pageviews. While 80% of users arrived on the page from visiting elsewhere on www.ilae.org, the rest were generally directed to the page from our post-webinar surveys, the ILAE Academy, social media, a copy of the newsletter, or via Google searching.

- **New subscribers: 3,930**
26.8% increase since 2021
- **Total subscribers: 18,581**



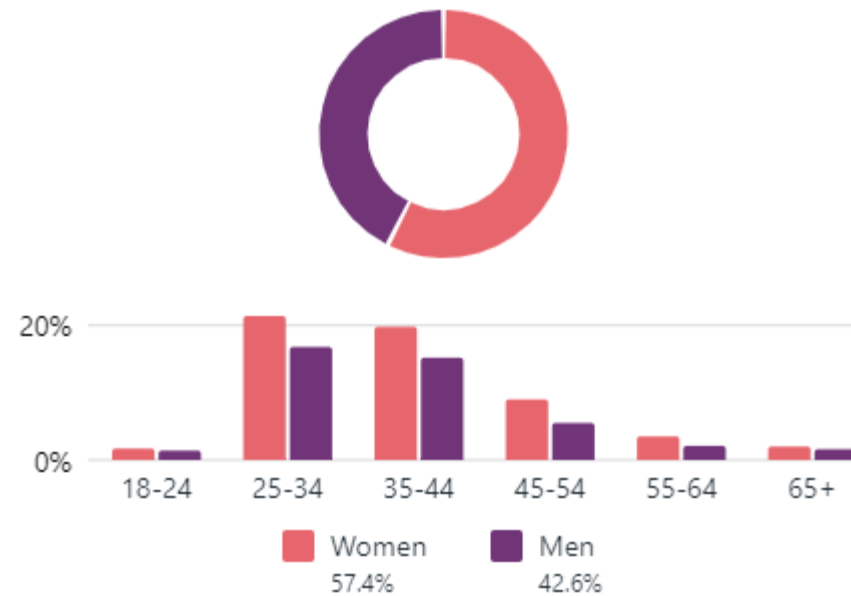
Facebook: Overview

- **Posts:** 1,035
- **Page visits:** 18,021
136.6% increase from 2021
- **Page reach:** 321,297
114.4% increase from 2021
- **New likes:** 2,066
67.4% increase from 2021
- **Total followers:** 15,927
- **Website sessions initiated:** 26,768
117.1% increase from 2021

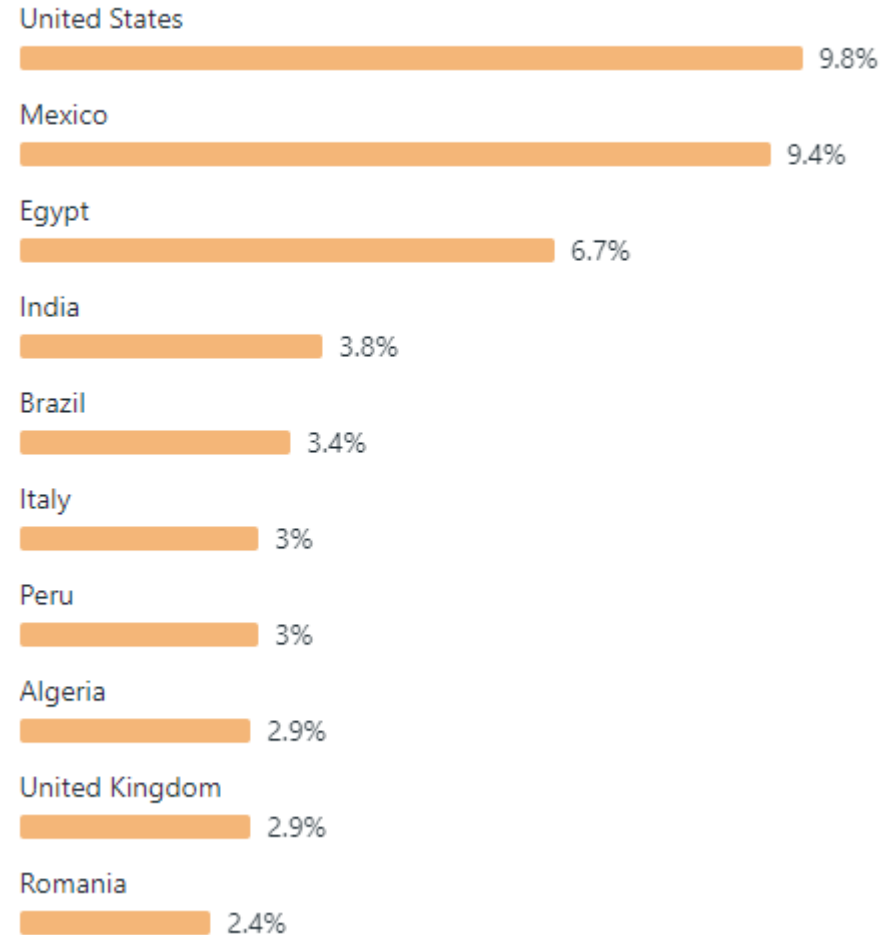


Facebook: Demographics*

Age & gender ⓘ

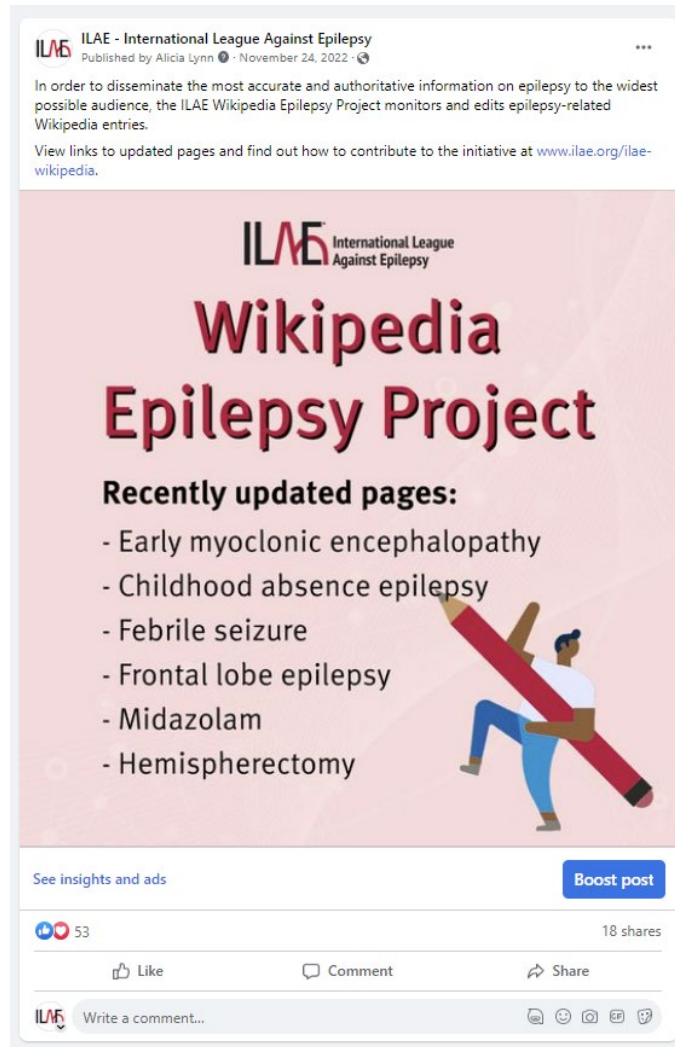


Top countries



*As of 2 March 2023

Facebook: Top post by reach



How is my post performing?

Facebook post reach ⓘ

5,550

Growth of Facebook post reach from 15 minutes after publication to 22 days later



What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Link clicks ⓘ

102 ↑ 1.2K%

Higher than typical

Typically 3-19

Facebook post comments ⓘ

1 ↑ 100%

Higher than typical

Typically 0

Facebook post shares ⓘ

18 ↑ 800%

Higher than typical

Typically 1-5

Facebook post reactions ⓘ

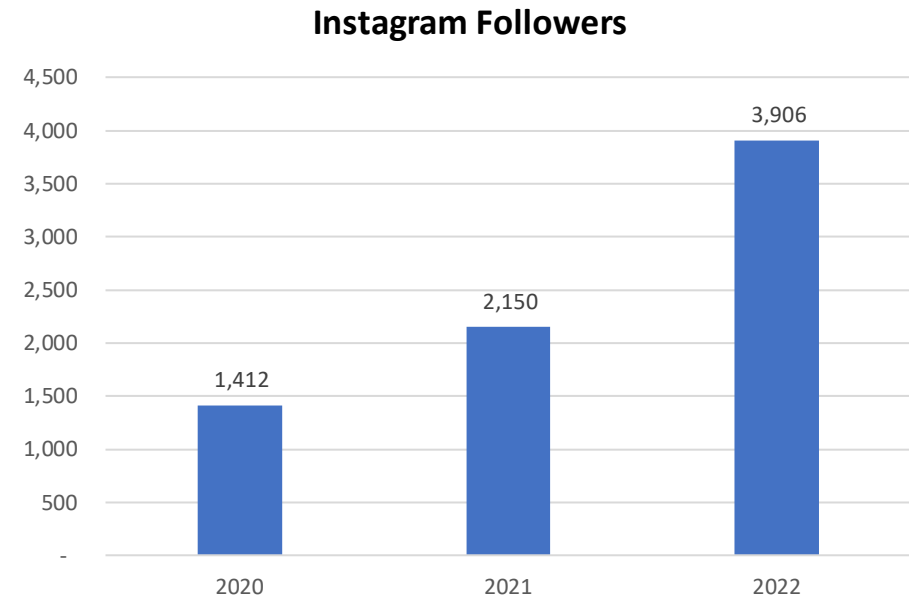
91 ↑ 810%

Higher than typical

Typically 4-22

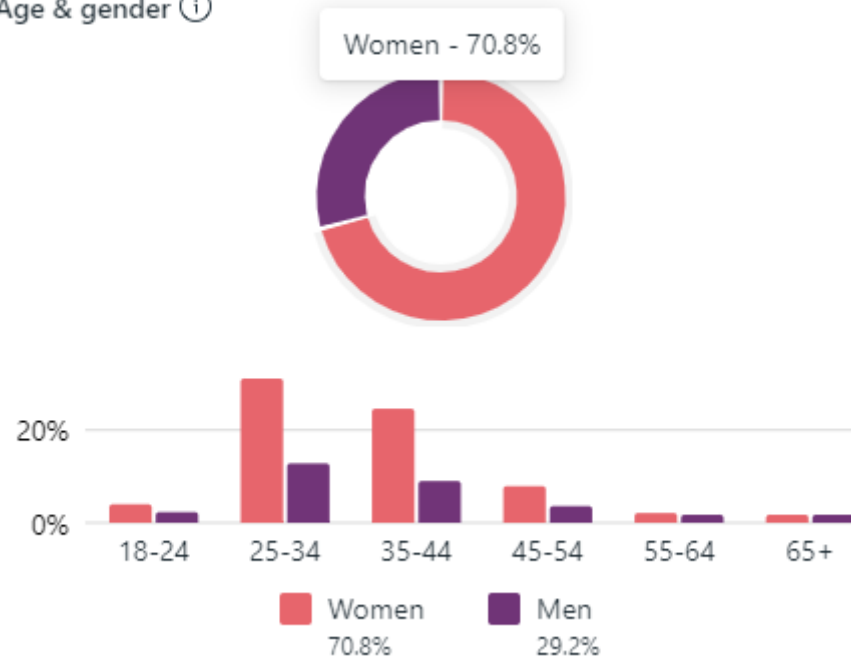
Instagram: Overview

- **Posts:** 1,026
- **Page visits:** 7,009
144.0% increase from 2021
- **Page reach:** 10,476
- **New followers:** 1,111
49.5% increase from 2021
- **Total followers:** 3,356
- **Website sessions initiated:** 1,690
218.3% increase from 2021

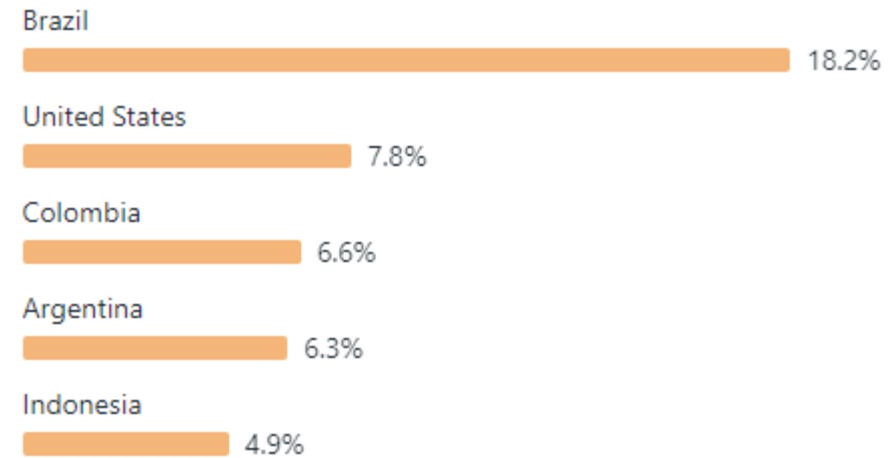


Instagram: Demographics*

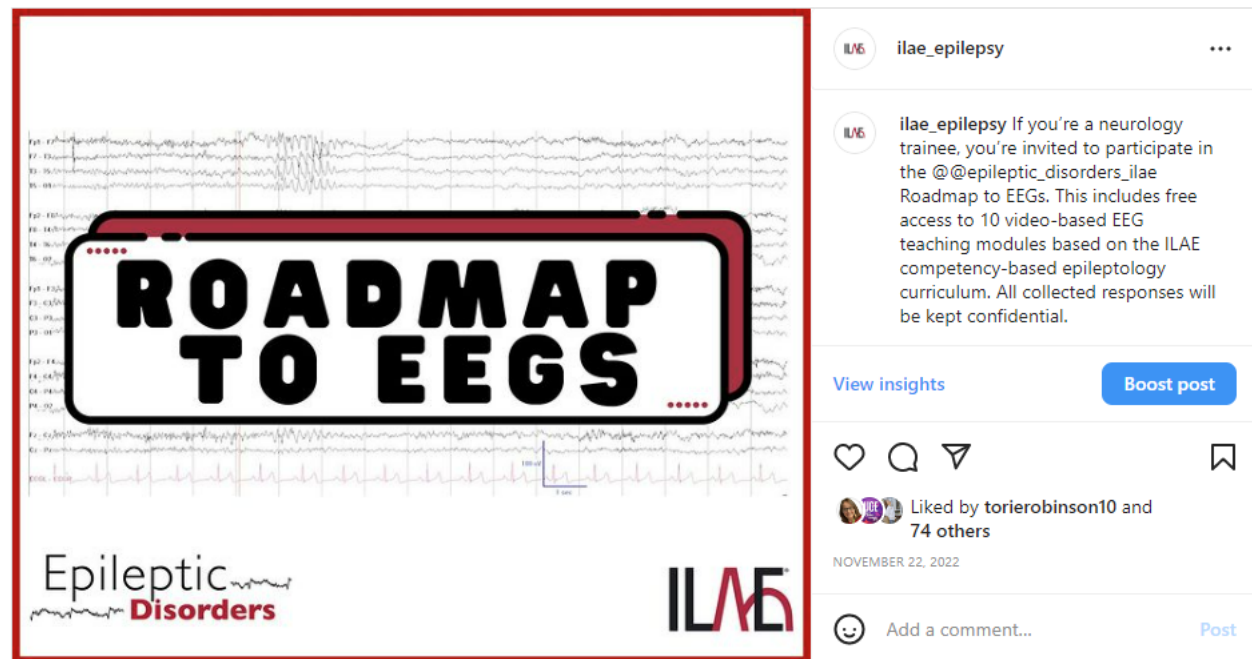
Age & gender ⓘ



Top countries



Instagram: Top post by reach



Instagram post reach ⓘ

1,825 ↑ 302.9%

Higher than typical

Typically 347-734

What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Instagram post comments ⓘ Instagram post Shares ⓘ Instagram post likes ⓘ

0 0%

Typical

Typically 0

19 ↑ 1.9K%

Higher than typical

Typically 0-1

75 ↑ 525%

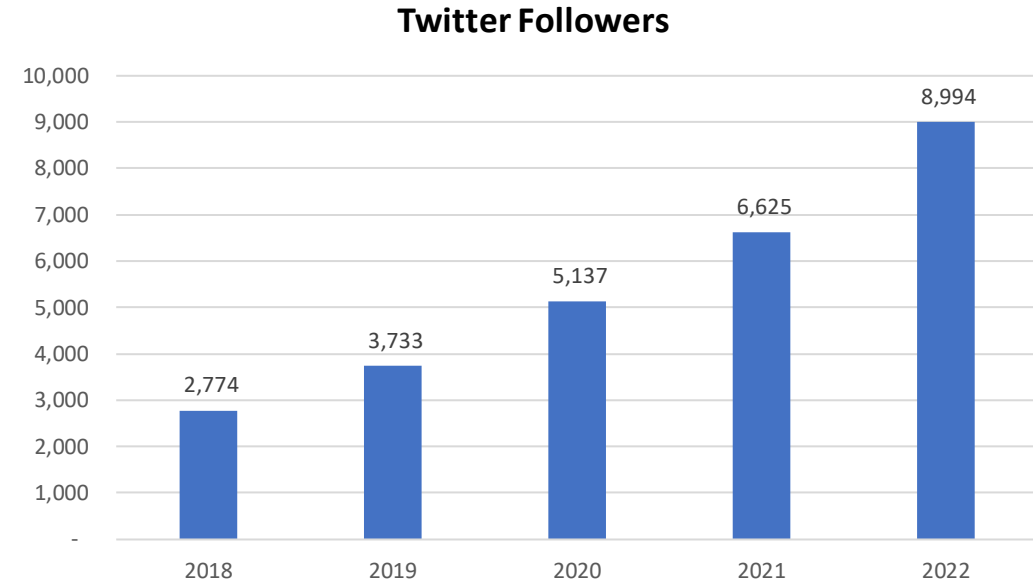
Higher than typical

Typically 7-27

Twitter: English account

English account

- **Tweets:** 1,317
- **Impressions:** 1,231,800
91% increase from 2021
- **New followers:** 2,325
35% increase from 2021
- **Total followers:** 8,979



Website sessions initiated via all Twitter accounts: 7,050

90.4% increase since 2021

Twitter: Top English tweet by impressions

- Impressions: 10,679
- Engagements: 400
- Likes: 112
- Retweets: 55
- Quote tweets: 3

ILAE
@IlaeWeb

NEW #ILAE Classification and Definition of #Epilepsy Syndromes: syndromes with onset in neonates and infants (up to age 2 years), syndromes that onset in childhood, syndromes that may begin at a variable age (pediatric and adult patients) & idiopathic generalized epilepsies

ILAE Classification & Definition of Epilepsy Syndromes

Syndromes with onset in neonates and infants (up to age 2 years)

Syndromes that onset in childhood

Syndromes that may begin at a variable age (pediatric & adult patients)

Idiopathic Generalized Epilepsies



Epilepsia

3:48 PM · May 3, 2022

View Tweet analytics

55 Retweets 3 Quote Tweets 112 Likes

Twitter: Non-English accounts

French account

- **Tweets:** 156
- **Impressions:** 46,078
- **New followers:** 61
30.7% increase from 2021
- **Total followers:** 260

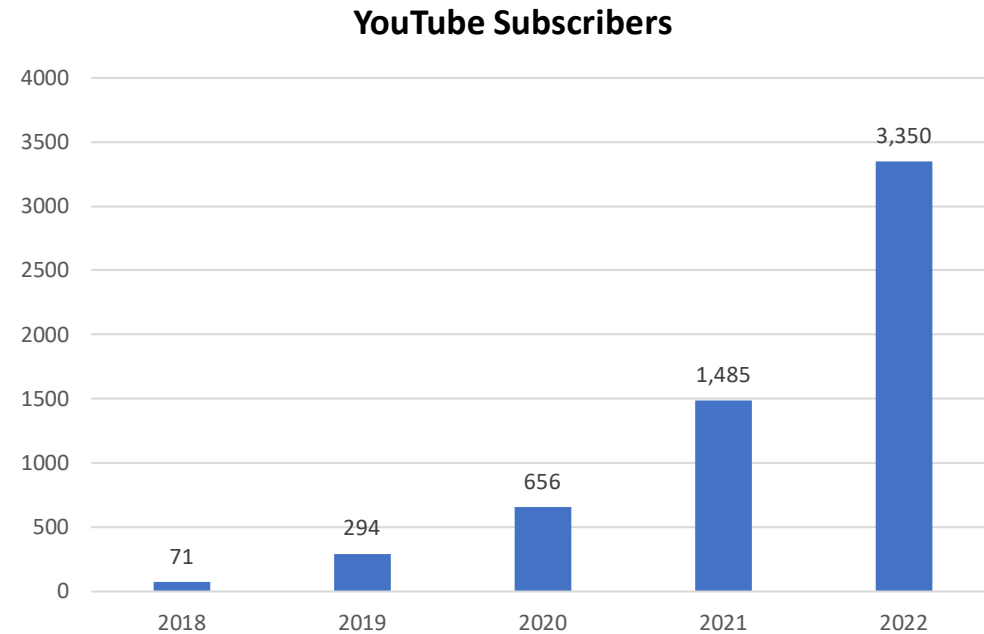
Spanish account

- **Tweets:** 201
- **Impressions:** 151,807
- **New followers:** 344
43.9% increase from 2021
- **Total followers:** 1,127

Other active Twitter accounts: Portuguese & Japanese

YouTube: Overview

- **New videos:** 75
- **Total videos:** 186
- **Views:** 65,028
211% increase from 2021
- **Watch time:** 5,220 hours
445% increase from 2021
- **New subscribers:** 1,865
126% increase from 2021
- **Total subscribers:** 3,350

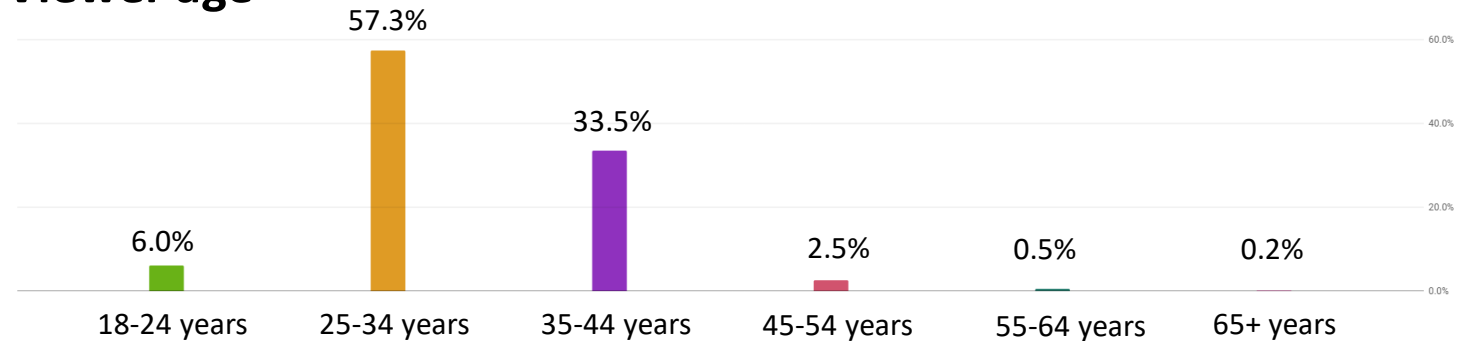


YouTube: Demographics

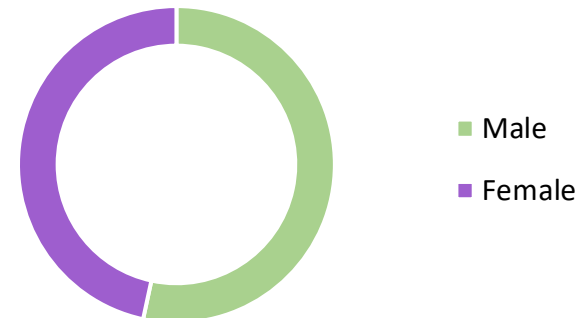
Top countries of viewers

1. Algeria
2. United States
3. France
4. Morocco
5. Pakistan
6. India
7. Mexico
8. Tunisia
9. Senegal
10. United Kingdom

Viewer age



Viewer gender



ILAE-Eastern Mediterranean and ILAE-Africa held 12 English and 12 French webinars in 2022. The highest registrations came from participants in Tunisia, Algeria, Morocco, Iraq, Saudi Arabia, France and Senegal, respectively. The webinar recordings attracted a similar audience to the ILAE YouTube channel.

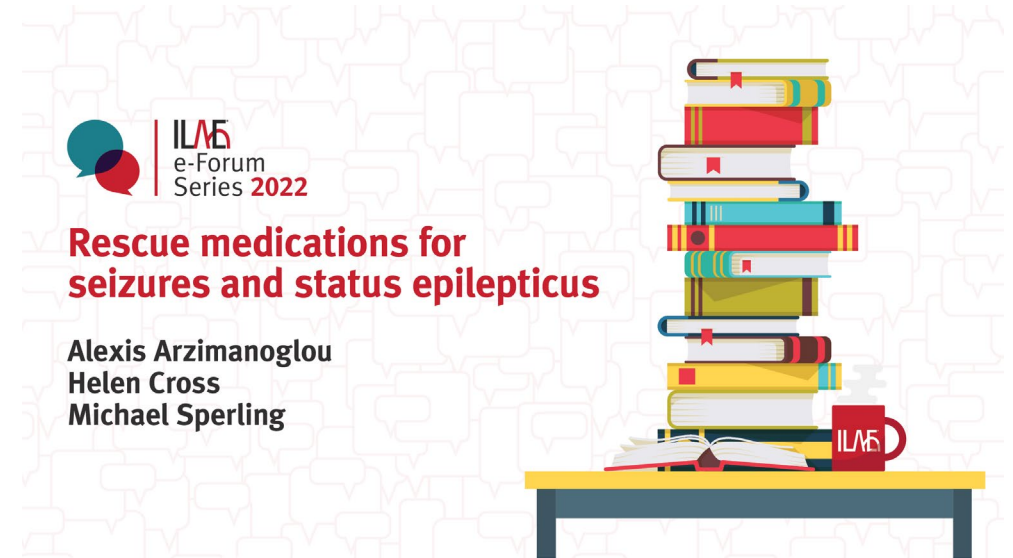
YouTube: Top new video by views

ILAE e-Forum Series 2022 - Rescue medications for seizures and status epilepticus

Published on 24 February 2022

- **Views:** 1,514
- **Watch time:** 253.3 hours
- **New subscribers:** 34

Impressions
16.2K



YouTube: Top playlists by views

	Playlist	Languages	Views
1	EEG & Epilepsy Teaching Courses (2021-2022): ILAE-AO & ASEPA	English	4,567
2	Le cours sur l'épilepsie en français (2021)	French	2,333
3	ILAE Academy	English Spanish	334
4	Neurosurgical Education Video Library (2022)	English	329
5	Eastern Mediterranean Webinars	English French	279